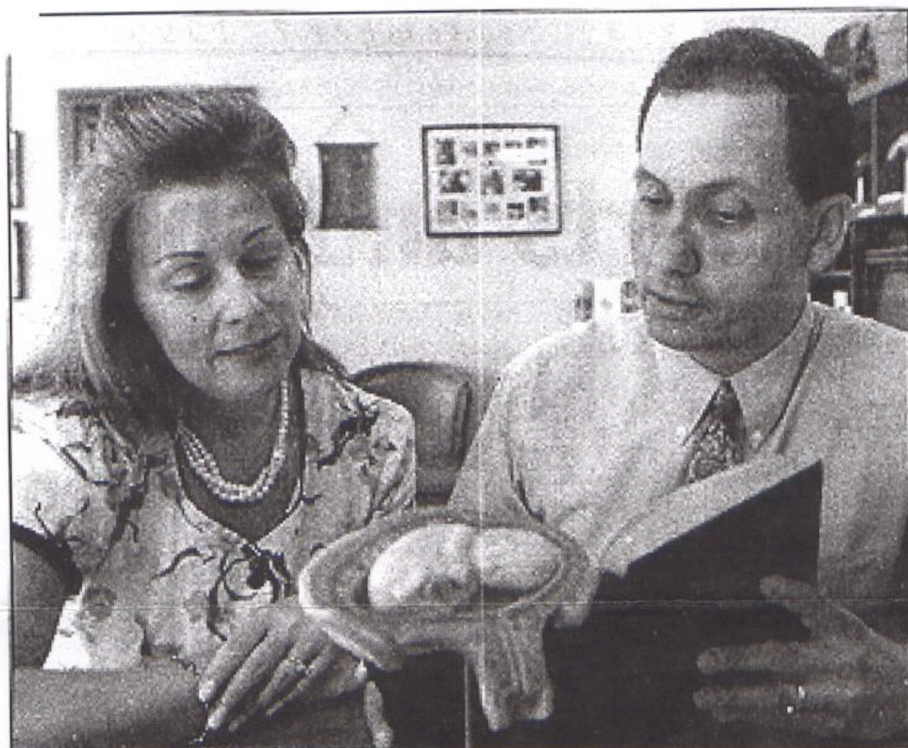


# New ads take low-key approach to volatile issue

By JASON METHOD  
GANNETT STATE BUREAU

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DICK COSTELLO (left) and TINA MARKOE/Staff photographers

■ At left, Joan Vitale and Dean Gavaris of Gateway Pregnancy Center in Elizabeth and Irvington look at a Bible given to women who come to the center. In the foreground is a model of fetus in the 4-month stage of development. Jennifer Ruiz of Moorestown sits with her 4-month-old daughter Kayla; she decided to have the baby after visiting a pro-life pregnancy center in South Jersey.